

Positive Alternatives 2016 - 17 Quarterly Update

Grantee: Birthline

Goal: Support, encourage and assist women in carrying their pregnancies to term and in caring for their babies after birth.

For the period: January 1st – March 31st 2016

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Activity or Service	Activity or Service Description Major Work Plan Activities	Work Plan Count	Program Progress and Accomplishments Report the progress and accomplishments made this period on each activity.	Report Count
Administrative Activities	Hiring, training, volunteer coordination, staff assessment, reporting and other administrative duties.		On-going volunteer coordination (1 new volunteer doula), monthly staff meeting and assessment, continued quarterly reporting.	
Outreach	Increase outreach to vulnerable populations through ads in college directories and other multilingual school-based printed materials; billboards; paid and free ads on social media venues. In person visits and presentations.		Events held at College of St. Bens; include handing out roses and coffee talks, once per month outreach to Area Learning Center, and social media; Facebook and Twitter.	
Car Seat Program	The importance of correct car seat installation is discussed with all Stepping Stones clients in the one-to-one informational session. All women are provided the opportunity to attend the car seat class and may	Educ 40 Installation 10	Correct car seat installation is information that 26 new Stepping Stones (SS) clients received through one to one session, as well as receiving the Buckle Up brochure. Stepping Stones clients had the opportunity to take the advanced car seat safety class and receive a car seat as incentive, which 2 new SS clients and 4 on-going SS clients completed during this reporting period. 2 individual who attended the	Educ 30 Installation 6

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	select a car seat as an incentive item in the program.		class had their own car seat, with 4 individuals receiving a car seat as an incentive.	
Case Management Services	All Stepping Stones clients receive in person mentoring and case management; Advocate services include in person and/or telephone follow up for those not enrolled in Stepping Stones.	69	There were 26 new Stepping Stones clients who received in person mentoring and case management. Ongoing SS clients 47 all received regular one to one follow-up / case management services. 11 women received follow-up who had not enrolled in Stepping Stones.	84
Crib Distribution/ Sleep Safety Education	The importance of safe sleep techniques is discussed with all Stepping Stones clients in the one-to-one informational session. In addition, all women are provided the opportunity to attend the Safe Sleep Class and may select a pack-n-play/Crib as an incentive item in the program.	Educ 40 Distribution 10	All 26 new Stepping Stones clients received Safe Sleep education in their one to one information session. With 1 on-going Stepping Stones client attending Safe Sleep class. 6 pack-n-plays were selected as incentives during this reporting period.	Educ 27 Distribution 6
Education Assistance	Women are provided the encouragement and assistance necessary to complete their high school or higher education. Those who select that option are given direct support in education planning and referrals to additional education counselors. Activities include completing educational goals worksheet, meet with a guidance counselor, take GED exam, complete	8	All women seeking or continuing with their education are provided necessary assistance. 1 SS participant specifically chose education as a goal. Women who did not choose this specific goal also worked on educational activities to ready themselves and support their goals (1 enrolled in on-line high school, 3 enrolled in higher education, 1 applied for FASFA, 1 filled out application and interviewed for Jeremiah Project. Clients currently enrolled often share about maintaining good grade and successes they achieve in their education.	6

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	FAFSA, and ESL classes.			
Employment Assistance	Women are provided the encouragement and assistance necessary to improve their employment status. Those who select this option are provided resources for career planning and work stations to develop skills and search for employment. Topics covered are resume/cover letter writing, filling out employment application, visit DEED website and more.	14	7 SS client continue to work on their employment goal in their SS program and 4 new individuals chose employment as their goal (2 clients are job searching, 2 filled out employment applications, 2 visited the DEEDS website, 1 had job interview and training, 1 doing DWP program, and 2 began new employment).	11
Life-Skills Education Program	Women and fathers are provided the opportunity to attend a wide variety of life skills education classes and one-to-one sessions, such as financial literacy and budgeting, sexual integrity, healthy relationships, apartment and home rental, etc.	30	25 women attended life skills classes. 26 one-to-one sessions were completed on these life skills areas during SS client appointments. 26 individuals accomplished 137 pieces of work on life skills.	26
Material Support	All women are provided an opportunity to receive a free \$25 voucher to be used at Treasure Chest Thrift Store for maternity clothing and infant supplies. Emergency layettes are provided on an as needed basis.	50	All 36 new intake clients were provided the opportunity to receive a Treasure Chest voucher for maternity clothing (21 women chose to receive a voucher). 1 woman received an emergency layette with diapers and other infant necessities and 3 women received emergency diapers.	40

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	All Stepping Stones participants can earn additional material supplies, such as diapers, infant clothing, infant care items and adult care items.		All 73 (new and on-going) Stepping Stones participants have the opportunity to earn additional material support (50 shopping appointments were attended during this Qrt).	26
Mental Health	Women are provided referrals or assistance obtaining mental health assessment, counseling and treatment programs.	6	During the initial assessment and goal setting, 2 women reported a need for advanced mental health resources and specifically identified this as a goal. Our Client Advocate/SS staff provided information for referrals to a mental health professional and encouraged follows through for 3 additional women.	5
Parenting Education	All parenting women have access to classroom-based parenting programs, self-paced parenting videos, and individual worksheet assignments. Activities include Baby Bootcamp for infant care education, age appropriate discipline, bonding with baby, co-parenting with father, etc. All are provided referrals and assistance for additional education if needed	50	All 26 new Stepping Stones participants and 47 on-going SS clients have access to parenting classes, self-paced videos, and individual homework (31 individuals chose to attend parenting classes/movies and 34 individuals completed 160 parenting worksheet assignments). In addition, all parenting women have access to parenting classes and referrals. Common parenting referrals: ECFE, Reach-Up Head Start, Milestones, PHNs, and more to receive additional help and education.	73
Pregnancy Education	All women enrolled in Stepping Stones are provided information on smoking cessation, alcohol/drug cessation and prenatal nutrition. Women may elect to attend additional prenatal classes that cover healthy infant development from conception to birth, and childbirth education class. Doula services are	50	All women Stepping Stones participants received one to one education on these prenatal health topics. All 26 new SS clients and 47 on-going SS clients had the opportunity to attend classes, do self-paced parenting videos, and individual assignments. Doula services are offered and available to all Stepping Stones clients. 3 clients had doula attended births. In addition, all parenting women have access to parenting classes and	73

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	<p>available to all women.</p> <p>All parenting women have access to classroom-based parenting programs, self-paced parenting videos, individual educational activities; and are provided referrals and assistance for additional education as needed.</p>		<p>referrals.</p>	
Medical Services/ Pregnancy Testing	<p>Pregnancy tests and/or program needs assessment are offered at initial intake; referrals and support for ultrasound and prenatal exams (pregnancy tests are not paid by PAG). Prenatal vitamins are offered to all pregnant women. Pregnancy options counseling is provided, referrals to adoption agency as needed.</p>	50	<p>All new (36) clients were offered the option of taking a pregnancy test at the initial intake assessment (3 individuals opted to take a pregnancy test). 6 clients of the new clients received prenatal vitamins at their new mentor intake.</p>	36
Provide Necessary Services to All Clients	<p>Provide intake assessment to determine need.</p> <p>Provide women with information on, referral to and assistance with securing pregnancy support services as identified by MDH.</p> <p>Utilize resource database to provide information and make referrals</p>	40	<p>There were 36 women who received intake assessments consisting of securing necessary services. Referrals to community organizations were provided. Common referrals include: cash/financial assistance, SNAP, WIC, medical care and assistance, daycare assistance, housing assistance, educational assistance, and more.</p>	36

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Provide Necessary Services Assessments Only	Provide women with information on, referral to and assistance with securing pregnancy support services. Utilize resource database to provide information and make referrals	1	All new clients were provided with information on, referral to and assistance with securing pregnancy support services and only 1 client only received necessary services assessment only.	1
Transportation Assistance	Women are provided the opportunity to receive gas gift cards or bus passes as an incentive item (or emergency support) to support their transportation needs.	10	All Stepping Stones participants were given the opportunity to receive gas cards or bus passes as an incentive; 18 individuals chose gas gift cards as an incentive and 1 individual chose a bus pass as an incentive in their programming; 1 individual receiving a bus pass for emergency support to attend infant DR and Stepping Stones appointments.	22

Maternal and Child Health Initiative Task Force Strategies	No.
<i>Number of women who received car seats and car seat safety education from a PA funded program activity</i>	4
<i>Number of women who received car seat safety education only from a PA funded program activity</i>	30
<i>Number of women who received child abuse prevention education from a PA funded program activity</i>	26
<i>Number of women who received abusive head trauma (shaken baby) prevention education from a PA funded program activity</i>	26
<i>Number of women who received a baby bed, crib, or pack-n-play and sleep safety education from a PA funded program activity</i>	6
<i>Number of women who received sleep safety education only from a PA funded program activity</i>	27

Challenges: During this quarter, we faced to challenge of a change in Executive Director and our client advocate being on maternity leave; which impacted our outreach and marketing. A marketing plan has been developed and is in the process of being implemented. One of Birthline's volunteer doulas has decided to not take any clients on as primary doula, but she will serve as a back-up doula; which we hope will not impact the number of clients who are able to receive doula services.

Comments: Tammy Lindell is the new ED Director of Birthline and a new Outreach and Education Director has been hired to fill Tammy Lindell's previously held position. Our client advocate is back from maternity leave and is in the process of attending life coaching. The Stepping Stones store policies and procedures have been updated to improve the process and create consistency with volunteers and staff. All store volunteers will take part in training on April 11th. We have a new volunteer Doula trained and ready to begin taking on clients.